



Natural Resources Conservation Service  
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November 7, 2006

**PENNSYLVANIA BULLETIN NO. PA230-1**

**SUBJECT: EO – Hispanic Farmers Outreach**

**PURPOSE:** To distribute outreach poster and brochure and provide outreach guidance.

**EXPIRATION DATE:** September 30, 2007

**Action Required by:** Distribute material immediately.

**Background:** Over the past years the number of Americans with Hispanic heritage has grown all over the Nation. Pennsylvania is not the exception and the various statistics show an increase in population for this group and in the number of farms that they manage. According to the National Agricultural Statistics Service (NASS) in Pennsylvania, there are approximately 400 farms that are owned, managed or have some association with Hispanics.

Due to privacy regulations that we all know very well, it is very difficult to find addresses or any other contact information for this demographic; therefore, we need to be creative and contact them through other avenues. Posters and brochures can be an effective way to inform people about our programs and services.

**Action:** Along with this bulletin, you are receiving outreach posters. All offices should have already received the Spanish NRCS programs brochures. Even though these farmers are able to effectively communicate in English, having the information presented in Spanish would be more appealing to them. Try to make an effort to identify places frequented by Hispanics and ask if you can display the poster and leave some brochures. Maybe a Catholic church, a small Hispanic grocery store, farmer's market, school, factory, restaurant, community college, the community center, etc. are possible locations for you to consider displaying the information.

The outreach material includes a toll-free number. If requested, State Office Staff will provide you with any needed assistance to include translation services.

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**Contact:** If you need more posters and brochures or need translation services please contact Walter Albarran, HEPM, at 717-334-2317, [Walter.Albarran@pa.usda.gov](mailto:Walter.Albarran@pa.usda.gov) or Amanda Hasemeier, Chair PA Hispanic Committee, at 717-237-2236, [Amanda.Hasemeier@pa.usda.gov](mailto:Amanda.Hasemeier@pa.usda.gov).

/s/

CRAIG R. DERICKSON  
State Conservationist

DIST: AO